ONLINE SYSTEM AND METHOD FOR LOCATING AND REFERRING AN AUTOMOBILE DEALER TO CUSTOMERS

ABSTRACT OF THE DISCLOSURE

The system refers a prospective customer to one or more prospective dealers. It identifies those dealers closest to the customer and gives preference to those with which the customer has had a previous relationship. A database stores customer contact information and information related to dealer locations. Using a computer, the prospective customer is prompted to enter some personal information. A database query checks for matching data in the customer contact database. A search of the dealer locations nearest to the customer is then performed. Results are combined and the display recommends at least one dealer location, giving preference to those locations where there has been a prior relationship.